

OTTO-JOHNSON MERCANTILE COMPANY

LOW PRICE MAKERS

Everything to Eat and Wear

QUALITY STORE

"No chain is stronger
than its weakest link"

In the chain of superior merits always found in Kirschbaum 'Yungfelo' Clothes at \$15, \$20, \$25 and up to \$40 there are no "weak links."

Every desirable feature of style, dependability and good service is provided in fullest measure:



All-wool fabrics-- 100 o/o pure by laboratory test. London shrunk by cold-water process, hand tailored and silk sewn at points of most wear.

"Look for the Guarantee and Price Ticket on the Sleeve"

Something different in silk sweaters

If you have n't bought a silk sweater yet you will be glad you have n't when you come in and see the newer ones we have just received. Fibre silk sweaters in a variety of colors and color combinations, \$3.50 to \$6.00.

Pure Silk Sweaters, . . . \$6.00 and \$7.00

Attention! Mothers

We want you to know that we have a better and less expensive line of Boy's Suits this fall than ever. Most of them have two pairs of trousers.

Prices run from \$2.50 to \$7



The most Economical, Reliable and Popular means of pumping water is a Star Windmill equipped with No-Oil-Em Bearing.

WINDMILL FORCE COSTS NIL

BUY A STAR WINDMILL

We guarantee the Star windmill to run one year without oil when equipped with No-Oil-Em bearings. No other windmill on the market is as scientifically designed as the Model 12 Star nor on any can there be found the improved features and that the No-Oil-Em bearings has been added will without a doubt make it the leader of all windmill.

DO NOT FORGET

That we have a first class harness department where we make and sell saddles and harness of all kinds, in fact we carry everything usually sold in a first class hardware store.

We Sell For Less

THE OTTO-JOHNSON MERCANTILE CO'S. STORE PRICE POLICY IS THE MAGNET TO OUR BUSINESS. WHEN THE BUYING PUBLIC UNDERSTANDS WHY WE PUBLISH OUR PRICES TO THE WORLD IN THE FACE OF ALL COMPETITION AND TAKE ALL THE RISK OF BEING UNDERSOLD, AND STAND ALL KNOCKS FROM OTHER SO-CALLED MERCHANTS, THEY WILL UNDERSTAND WHY WE CONTINUE TO DO BY FAR THE LARGEST RETAIL GROCERY BUSINESS IN THE NORTHWEST NEW MEXICO. IT GOES WITHOUT SAYING THAT THE OTTO-JOHNSON MERCANTILE COMPANY WITH THEIR GREAT PURCHASING POWER, CAN AND DO NAME PRICES THAT OTHER STORES CANNOT MEET. FRANKLY WE ARE WILLING TO STAND BY OUR OLD SLOGAN, "WE SELL FOR LESS."

EVAPORATED FRUIT

LARGE PRUNES, PER POUND 10 Cents
MEDIUM SIZED PRUNES, PER POUND 8 1-3 Cents
LOOSE MUSCATAL RAISINS PER POUND 10 Cents
LARGE FANCY PEACHES, PER POUND 10 Cents
NICE LARGE APPLES \$1.25 PER BUSHEL
FLOUR, SUGAR, AND POTATOES ARE CHEAPER.

JUST RECEIVED A FRESH SHIPMENT OF AUNT

JEMINEAS BUCKWHEAT AND PANCAKE FLOUR

ALL READY PREPARED.

PER PACKAGE 12 1-2 Cents

WE REDUCE PRICES EVERY DAY. GET OUR PRICES AND SAVE MONEY. SEVEN CARLOADS OF MERCHANDISE RECEIVED THIS WEEK, THAT'S THE REASON WE CAN SELL BETTER GOODS FOR LESS MONEY.

COFFEE

5 LB BAG OF COFFEE, Regular 25 cent kind 90 cts.
1 PAIL OF FANCY COFFEE WITH CUP AND SAUCER FOR THE SMALL SUM OF 90 Cents.
GOOD BULK COFFEE, 17 1/2 Cents Per Pound.
NICE LARGE APPLES \$1.25 PER BUSHEL

Otto-Johnson Merc. Co.